



Shopping Education

Overview

- Shopping for New Foods – Participant's Perspective
- *Your WIC Foods* - pamphlet
- *WIC Shopping Guide*
- Let's Go Shopping – Participant's Reality



Table Recorder & Time Keeper

- Please **identify** a table recorder
 - ❖ Record table comments on green paper
 - ❖ Leave comments on table after the session
- Please **identify** a time keeper
 - ❖ Help keep us on track



Shopping for New Foods

Participants Perspective

- Take a moment to **think** about the challenges participants will face when shopping
- **Come up** with one or two challenges
- **Write** them on your shopping bag sheets
- **Share** with your table group (3 minutes)



Your WIC Foods

- Foods by category
- English and Spanish available in June
- Additional languages under consideration



Your WIC Foods (cont.)

- Take a few minutes to **review** the draft handout titled, *Your WIC Foods* (3 minutes)
- In pairs, **choose** a “participant” and an “educator”.
- Using the handout, **discuss** the WIC foods. (5 minutes)



Your WIC Foods (cont.)

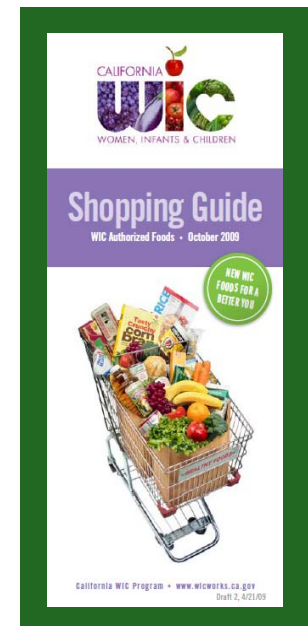
- As a table group, **discuss** what worked and what was challenging about using the draft handout. (5 minutes)
- **Consider** what additional materials would be helpful prior to October 1

Table Recorder: Please record comments



WIC Shopping Guide Overview

- A few formatting changes
- Fewer pictures
- More “Healthful Hints”
- Available mid-August



Let's Go Shopping

- In groups of 3-4, **collect** the following materials:
 - ❖ *Shopping Guide*
 - ❖ Two Checks
 - ❖ One sheet from the “Shopping List” pad
- Using the materials, **write** your shopping list based upon your WIC checks. (5 minutes)
 - ❖ Be specific – e.g., One package frozen mixed vegetables or One 16 oz package of corn tortillas



Let's Go Shopping (cont.)

- **Discuss** what worked and what was challenging about using these tools with others at your table (5 minutes)
- **Consider** what would make it easier for participants to use these tools

Table Recorder: Please record comments



WIC Shopping Guide

- In your table, take another **look** at the draft *Shopping Guide*
- **Discuss** the following questions (3 minutes)
 - ❖ Should we include a sample fruit and vegetable check and/or WIC “combo” check?
 - ❖ Should we include information from *Your WIC Foods*?
 - ❖ What else should we include or delete?

Table Recorder: Please record comments



Next Steps

- Field-test materials with participants
- Obtain feedback at Education and Training committees
- Finalize



Thank you for participating!

What questions do you have?

Monique D. Stovall, MBA, RD

Chief, Nutrition Education, Marketing and Outreach

Monique.Stovall@cdph.ca.gov

(916) 928-8604

Laurie M. Green, MS, RD, CLE

Chief, Food Package Section

Laurie.Green@cdph.ca.gov

(916) 928-8632

